



Early Journal Content on JSTOR, Free to Anyone in the World

This article is one of nearly 500,000 scholarly works digitized and made freely available to everyone in the world by JSTOR.

Known as the Early Journal Content, this set of works include research articles, news, letters, and other writings published in more than 200 of the oldest leading academic journals. The works date from the mid-seventeenth to the early twentieth centuries.

We encourage people to read and share the Early Journal Content openly and to tell others that this resource exists. People may post this content online or redistribute in any way for non-commercial purposes.

Read more about Early Journal Content at <http://about.jstor.org/participate-jstor/individuals/early-journal-content>.

JSTOR is a digital library of academic journals, books, and primary source objects. JSTOR helps people discover, use, and build upon a wide range of content through a powerful research and teaching platform, and preserves this content for future generations. JSTOR is part of ITHAKA, a not-for-profit organization that also includes Ithaka S+R and Portico. For more information about JSTOR, please contact support@jstor.org.

"It's lovely," I stammered; "she'll be delighted."

His face grew red. "She! Why, Miss Penley, it isn't for Beulah—it's for you."

I was so relieved and touched I was nearly hysterical, and I told him truthfully enough, I'd never had a present that pleased me so much.

"You've taught me a lot," he said soberly, "and I don't expect you'll ever know just how I feel about it, but I want to tell you—you'll be sorely missed when the time comes for you to go."

Mary stopped talking and sipped her tea in silence.

"Well," I said, "I wouldn't mind having a case of sexual starvation, I mean emotional hunger, if you'd put me to bed and bring me round with presents!"

But Mary refused to jest. "Let's go and hear some of those lectures by the big women M.D.'s on 'Catering to the Emotional Life of Women,' I might get a few wrinkles."

"It's probably all you would get," I said, "but I'm game. Only my experience is, that the women who really know are not lecturing, besides the ones I've been nursing were very well catered for, and what I vote is—let's go to a movie."

"All right," said Penny; "the motion is carried."

(To be continued)

HOW MICHIGAN MANAGED ITS STUDENT NURSE CAMPAIGN

BY MAUD McCLASKIE, R.N.

Detroit, Mich.

When the Michigan Hospital Association initiated the campaign to recruit student nurses for the Michigan training schools, last March, it is safe to state that no one concerned had any conception of the interest and the scope of the undertaking. The plan of the campaign may be briefly stated as follows: It was financed by the Hospital Association in the main, though each local committee was asked to bear as much of the local expense as possible. Each hospital in the state belonging to the Association was expected to give one dollar for each hospital bed. Fourteen hospitals financed the undertaking; some did not enter.

A Central Committee was appointed, the chairman of which was the principal of a training school, there were on the committee one

superintendent of a hospital, the secretary of the State Board of Examiners, and a number of other important people. This committee appointed local chairmen representing each of the Congressional Districts in the state. The local chairmen, who were mainly trained nurses, but in some cases lay people, with the consent of the Central Committee, selected their own members. The Central Committee furnished the local committees with literature, including a prepared speech to be given to all speakers during the campaign, from which all that needed to be brought before the public could be gathered. There were folders for distribution to high school students, and attractive letter seals which were given to the pupils of training schools and widely distributed on letters and packages. Florence Nightingale post cards were sold to help defray the expenses of the campaign.

To coördinate the work throughout the state and to insure a successful fulfilling of the purpose of the campaign, a secretary, not a trained nurse but highly skilled as an organizer and executive, was secured by the Central Committee. She went from district to district and helped to form committees and to secure the strongest influence in the community for the service of the campaign.

This paper will concern chiefly the campaign in Detroit which is typical of that which may be carried on in any center. Each local chairman was allowed to formulate and execute the local campaign without much restriction and each of the thirteen regional chairmen made use of variations to suit her locality, no plan having been formulated to guide them.

As each regional chairman began considering her duties, the problem was, not alone to secure an audience to listen to an appeal for the securing of student nurses, but to awaken the public to a sense of its responsibilities concerning health problems, such as perhaps every mother feels toward the public schools. Once this is done the value of the nursing profession becomes apparent. It was necessary to call attention to the fact that we as a nation have recently been made aware of the physical unfitness of a large part of our population; it was necessary to show that the nurse is an indispensable part of the entire health program of the nation. Because of this, it did not seem possible to carry on such an intensive campaign as was contemplated without the use of the newspaper and the aid of the movies. It had been thought that advertising was the last thing to which the nursing profession would resort, yet we recall that private schools and churches and other legitimate enterprises make use of the screen for the education of the public.

Each chairman undertook to secure the interest and aid of a non sectarian, non political group in her community; if possible, a group

committed to public welfare and capable of exercising a limited local influence. Each district had different conditions to deal with, but American cities are fundamentally alike in tradition, education and ideals and there is in every city or town a center of influence which, if utilized to start a movement, guarantees enough momentum to carry it through. Around this group, other groups assemble which are exceedingly valuable and yet which could not have functioned alone as centers of a community problem. A large city may be supposed to have advantages superior to rural communities; this is true in some respects and the converse is true in others. The fact was not lost sight of that the largest number of training school pupils are drawn from the small town and the rural communities. The principles of action are bound to be the same even though the details vary.

The salient point for Detroit's campaign was recognized as the patriotic fund which is a combined community union of eighty or ninety of the city's charity and welfare organizations,—the American Red Cross, and the Y. W. C. A. being among the most important. We solicited their aid, and they who had collected several millions of dollars for the welfare of Detroit, responded immediately to our request, saying that they considered nursing a distinctly important community problem. We then sought and received the endorsement of the Detroit Council of Churches, the Social Workers' Club, the Inter-denominational Missionary Society, the League of Catholic Women, the Federation of Women's Clubs, ten Eastern Star Chapters, the Jewish Woman's Society, the Lady Macabees. These endorsements were promptly published but they, as well as all newspaper and moving picture publicity, first passed through the hands of the publicity manager of the community fund. They directed our entire campaign and the Chairman took instructions gladly from this publicity manager, a former newspaper man, who handled all newspaper material with a nicety of discernment that would have been impossible for an inexperienced chairman. Other newspapers in the city of Detroit gave generously of prominent space. The publicity manager, in order to become saturated with the spirit of the work, visited the Children's Hospital, made rounds with the Red Cross nurse, and read all the literature presented to him for consideration. He made trips with nurses to industrial plants, he investigated Red Cross teaching centers, he insisted upon photography of local chairmen and central chairmen, the student nurses in uniforms, and Red Cross nurses in groups. There were little local touches in the publicity campaign such as Mrs. L. E. Gretter's picture accompanied by a copy of the Florence Nightingale pledge. Dr. Warren Babcock of Grace Hospital furnished an original letter of Florence Nightingale. The newspaper publicity was

distributed over a period of about three weeks, but one week carried a highly intensive publicity.

Then came the movies and we found that for creating interest in a short space of time, the silent drama was not to be ignored. Forty-nine picture houses carried an advertisement daily at each performance for one week. The movie advertisement must be short, or the public will not read it. It must carry a local address for information or the public will lose its interest. Much local interest was furnished by having the pictures of the local committee placed on the screen in different picture houses daily, covering a period of some four weeks. The local committee carried many important and well known people representing the Board of Trustees, of each hospital, the Y. W. C. A., the Vocation of Guidance Department of city schools, the League of Catholic Women, the Local Red Cross, the industrial centers, the Interdenominational Missionary Society, etc. The film, "In Her Steps," released by the American National Red Cross Society, was shown in five picture houses twice daily for one week. It was exceedingly well received and was greeted with applause in several theatres.

It next became necessary to concentrate upon the public schools. Student nurses from each training school in the city, numbering twenty in all, were selected by their various superintendents, and the local chairmen assembled these pupils, furnished them with a copy of the prepared speech and literature for distribution and offered a few suggestions on public speaking. No stereotyped instructions were given these pupils. For one week, through arrangement with the Vocational Guidance Department, they appeared before the high school audiences in uniform. These student nurses knew so well how to handle their high school audiences that one was moved to admiration. They told little stories of their experiences, they made use of word pictures, they made the main issues of the profession stand out, they minimized the difficulties of training, they enlarged upon the compensation of the work, they fully held before their audiences the educational aspect of the profession. They made it quite clear that nursing was a profession and an interesting one. Youth spoke to youth; one could not have imagined in advance, how effective the student nurse speaker could be. Each school chose its best and each student nurse speaker was accompanied by an official of the training school or an officer of the Women's Board, or some importantly related individual. The fact was not lost sight of that the principals are the women who carry on the work, long after the student nurse speaker is forgotten. They are the inspiration of the high school

girls and it was fully as important to secure their approval and coöperation as that of the high school student. The entire number of high school students in the city and the parochial schools was 6,500, and in Detroit one out of every eleven spoken to, sent in a request for further information concerning nursing.

It is too early to realize the fruits of this campaign. One thing that stands out emphatically in the mind of all who have helped in this undertaking, is that we must continue from year to year to bring before the public the value of nursing as a career, and as the most necessary element in community health. It is borne in upon us that there is a strong necessity for continuing the campaign throughout the year and during the fall and winter months, placing emphasis upon the education of the mother and the older women in the community. Young women are entering the nursing field today at such an early age that they must, of necessity, be largely guided by the teacher and the mother in their choice of an occupation.

Each regional chairman, after securing the names of those interested in nursing, forwarded them to the secretary of the Central Committee, who was also the secretary of the State Board of Nurse Examiners; she forwarded to each inquirer a list of accredited training schools of the state and an application blank on which the applicant placed her choice of a training school. This blank was then forwarded to the hospital chosen. We are strongly reminded, every hour, that the hospitals that engage in this campaign will find it necessary to live up to the standard and the promises made by the speakers.

The reaction of this campaign upon the student nurses themselves, in each training school, has been salutary. They seem to be impressed with the increasingly important group of people the nursing profession compromises. They seem to see the coming socialization of the nurse, her important civic and human obligations. It would seem that this undertaking has been gratifying and of value to hospitals, physicians, nurses, and the public.

An article in the Teachers College Record for March, entitled "Why High School Principals Succeed and Why They Fail," by Albert B. Meredith, would be of interest to superintendents of nurses' training schools, for much that is said applies equally well to them.